

WINCHESTER PARKING AUTHORITY
May 30, 2013

MEMBERS PRESENT: Dick Helm, Kim Burke, Jeffery Rives, Mike Miller & Howard Manheimer

OTHERS PRESENT: Samantha Anderson, Teresa Couch, Jennifer Bell & Dario Savarese

I. CALL TO ORDER

Chairman Helm called the meeting to order at 7:30 a.m. at which time it was determined a quorum was present. At this time the Authority welcomed its newest authority member, Howard Manheimer.

II. REVIEW OF APRIL 2013 MEETING MINUTES

The minutes were submitted by Chairman Helm and, without objection, were unanimously approved.

III. REVENUE REPORT FOR APRIL 2013

Rives reported that the grand revenue total for April 2013 was \$87,652, an increase of \$19,038 or 28% in comparison to April 2012. Total hourly revenue for April 2013 was \$19,608, an increase of \$5,650 or 40% in comparison to April 2012. Apple Blossom reserved ticket sales revenue in the amount of \$1,423 was reflected in the hourly revenue total. Rent revenue for April 2013 was \$48,201, an increase of \$15,866 or 49% in comparison to April 2012. The revenue from Braddock Autopark and Autopark Lot; leased by the SABF in the amount of \$2,800, was reflected in the rent revenue total. Total meter and fine revenue for April 2013 was \$19,106, a decrease of \$3,215 or -14% in comparison to April 2012. Validation coupon revenue was \$583 for April 2013. Miscellaneous revenue for April 2013 was \$154 reflecting restitution payments made for vandalism at GW Autopark. Total hourly parking tickets for April 2013 was reported at 9,413 showing an increase of 1,887 tickets in comparison to the previous month. At the end of April 2013, there were 944 spaces or 67% of total utilization of spaces being rented at all four parking garages with a total of 460 spaces available for rent. Of the 460 spaces available for rent, 325 spaces were located on the roof and 135 spaces were located undercover. At the end of April 2013, the total revenue for FY 2013 thus far was reported at \$797,845 or 9% in comparison to the previous year.

Rives noted that revenues continue to show increases resulting in a successful month with the exception of meter and fine revenues which continue to decline. Rives also noted that hourly revenues are showing continued increases as well and this trend should continue as activity steadily increases in the downtown area. Miller stated that hourly revenue has shown increases in the last two months without the upcoming scheduled meter rate increases being in effect. Miller noted that construction projects in the downtown area has limited the availability of on street

parking which might result in the hourly revenue increases becoming a novelty and not a possible trend. Miller stated that it is his hope that WPA can sustain the hourly revenue increases. Rives added that the four parking garages still have plenty of available spaces to accommodate monthly rentals. Burke stated her concerns for the amount of monthly parking spaces that are currently available and not being utilized at this time. Burke suggested to the Authority that it may want to consider looking into options for allowing access for transient parking use to fill empty monthly rental spaces as a means of operating the garages to their fullest revenue potential.

IV. EXECUTIVE DIRECTOR'S REPORT FOR APRIL 2013

Anderson informed the Authority of the following:

Court Square Autopark Maintenance items:

- Completed painting elevator doors at every level
- Painted communication room and office room doors
- Completed painting of black handrails on ground level
- Completed painting of parking lines on ground level
- Scheduled to power wash brick surrounding building on the weekend of June 1, 2013
- Continue to receive positive feedback from public on the landscaping and aesthetic work being done on the ground level

Palace Lot:

Meters have been reinstalled and lot is now open. However, the lot will have to be shut down in the near future for retopping of the surface.

Braddock Autopark:

A failed roof joint has been repaired.

Resident spotlight:

Scheduled to assist Amy Simmons, City Marketing Coordinator, in the interviewing of residents as to why they have chosen to live downtown, what do they see as a benefit to working downtown, etc. per city team meeting request.

V. OLD BUSINESS

Chairman Helm informed the Authority of continued abuses by a monthly parker at Braddock Autopark in using the ground floor level (hourly) for their parking instead of their designated monthly parking space. Helm informed the Authority that he has drafted a letter addressing this issue to inform the monthly parker that if this violation of the rental agreement contract continues to persist the Authority will be prepared to begin issuing parking violation tickets to said individual for as long as deemed necessary before proceeding in the cancellation of the space.

VI. NEW BUSINESS

1. USA Sports & Marketing Services Request

Savarese explained to the Authority the request for use of the first four parking spaces located closest to the Pedestrian Mall on Hable Lot for scheduled various events occurring on July 3 and July 20, 2013. Savarese specified in the request the spaces will be used for assembling stations to hold children's activities and games during the events being scheduled. The request also stated that access to the spaces will be needed during the following times: July 3, 2013 at 4 pm and July 20, 2013 at 12 pm. Savarese assured the Authority that USA Sports & Marketing would be responsible for cleanup of the spaces after use and would continue to encourage the public attending these events to use the parking garages.

Helm asked the Authority at what rate should it charge for use of the spaces stating that a fee must be charged according to the Authority's charter. Helm reminded the Authority that it can lease the spaces; however, it seems prudent adding that the four spaces in question generate on average \$4.50 per day with the total for the four spaces equalling \$18.00.

Savarese and Jennifer Bell, Downtown Manager, inquired about additional handicap parking spaces being available in the general area because of a concern about utilizing the handicap space as an additional fifth space. Savarese and Bell expressed concerns with accessibility to the four spaces if an individual would happen to park in the handicap space located next to the remaining four metered spaces being requested. Savarese and Bell asked the Authority if it would consider adding the handicap space to the existing request providing that handicap parking would be available to the public in the general area where the events are being held. Savarese added that USA Sports & Marketing would be willing to develop signage promoting other handicap spaces available nearby. Helm asked Anderson to research handicap space availability in that particular area.

On motion duly made by Miller and seconded by Burke, the Authority approved the USA Sports & Marketing request for use of the five spaces (4 metered and 1 handicapped) closest to the Pedestrian Mall on Hable Lot on July 3 and July 20, 2013 for a total fee of \$18.00.

2. Proof of updated parking meter stickers with new rate & enforcement hours

Anderson submitted examples of two different color combinations of parking meter stickers to help distinguish between digital and mechanical meters. Samples that were submitted consisted of one sticker with a red background with white lettering and the other being a yellow background with white lettering for the Authority to review. The yellow background was unable to be seen on the submitted example because of the incapability of duplicating the correct shade of yellow that will be used in the printing process of the stickers. Helm stated that the Authority would have preferred to see the actual yellow and white example because it may not be a very visually legible color combination with Burke agreeing with his statement.

Anderson reminded the Authority that Booher & Associates are scheduled at the end of the month to update the meters in order to meet the July 1, 2013 deadline of new rate implementation. A decision would have to be made soon as to what sticker color combinations are to be used in order to avoid delays.

The Authority authorized Anderson to use her sole discretion for the sticker purchase.

3. 2013 SABF Autopark Revenue

Anderson submitted to the Authority a detailed revenue report of earnings generated from parking during the 2013 Shenandoah Apple Blossom Festival. Anderson reported that operations went very well during the festival weekend with GW Autopark having had a large turnover rate. Anderson also noted that operations went very well for SABF in their leasing of Braddock Autopark during the festival weekend. SABF reported to Anderson that it was pleased with the results of leasing Braddock Autopark noting that the public used the garage to support the Boy Scout Troups who were assisting with the operations that weekend. Anderson stated that only one known complaint was directed towards SABF with their management of Braddock Autopark.

Helm agreed that the weekend went very well and asked Anderson if the revenue from the festival would be reflected in the May 2013 revenue report to which Anderson replied yes that the majority of the revenue would be included in the May 2013 report.

Manheimer questioned as to why the revenue shown reflected such a large increase in comparison to what was generated in year 2012. Miller stated that the weather conditions were near perfect during the festival weekend with Helm adding that the festival simply had an increase in attendance this year.

4. Resolution – Schedule of regular WPA meetings

Helm asked the Authority if there were any concerns with the dates that were submitted in the resolution for scheduled meetings in FY 2014. Anderson explained to the Authority that the November & December 2013 meetings had to be combined into one date due to the Council Chambers being previously reserved by another entity on the dates that were initially chosen for those two months

The Authority approved the resolution as submitted.

5. Monthly Rate Discussion

The Authority reviewed the parking garage projections worksheet. Helm stated that it appears the Authority is maintaining the expectations of revenue and expenses in accordance with the projections. Anderson reminded the Authority that regularly scheduled \$5 monthly rate increases are factored into the projections worksheet. Helm noted that the Authority will need to take into consideration the possibility of

increasing hourly rates in the garages. Helm questioned Anderson as to whether any research had been conducted on what the possible threshold would be on raising rates before the Authority would suffer any adverse consequences with parking meters. Anderson answered that approximately a \$70 per month rental rate would be the limit of pricing itself out of the market.

Burke stated that the Authority is currently adhering to the scheduled projections without the meter rate increases going into effect. Burke expressed concerns with implementing any monthly rate increases at such a close proximity to the meter rate increases scheduled to go into effect on July 1, 2013. Miller asked if it would be possible to delay monthly rate increases for at least a couple of months. The projections worksheet does reflect the monthly rate increases being implemented as scheduled.

Helm suggested to the Authority that the \$5 rate increases should be kept as a business item on the agenda; however, it should consider suspending any further discussion at this time. Helm asked Anderson for an approximate time frame that the Authority would have for discussion before any final decisions would have to be reached to which Anderson replied that a decision would need to be reached within two months at the very least. Helm recommended that the Authority revisit the monthly rate increase discussion at the September 2013 scheduled meeting.

Burke noted that expenses appeared to be in alignment with the projections. Helm suggested that Burke and Rives meet with Anderson to review the Authority's expenses in order to assure that it is being managed as efficiently as possible. Burke, Rives, and Anderson agreed to meet and discuss expenses.

Helm concluded the discussion by stating that it is the Authority's primary goal to remain as fiscally independent as possible. Helm informed the Authority that during the last Council worksession, the Council questioned the Authority's request for monetary assistance. Helm stated that it was explained to Council that the request was necessary in order for the Authority to complete previously postponed critical maintenance projects.

VII. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:17 a.m. The next meeting of the Winchester Parking Authority is scheduled for Thursday June 27, 2013 at 7:30 a.m. in Council Chambers.

Respectfully submitted,

Teresa Couch
Secretary

Minutes Approved: Teresa Couch